Proposal  Erection of part 7 part 14 storey, 330 bed hotel (Use Class C1) over an existing basement with associated bar and breakfast facilities following the demolition of existing buildings

Location  Motel One Hotel Development, 34 London Road, Piccadilly, Manchester, M1 2PF,

Applicant  Mr Richard Goodwin, Livia Ltd, Buckingham Gate, London, SW1E 6PE

Agent  Mr Tom Goldthorpe, Hodder and Partners, SGI Studios, 1 Kelso Place, Manchester, M15 4LE,

Introduction

Consideration of this item was deferred at the meeting of the Planning and Highways Committee on 28 June 2012 to enable members to undertake a site visit.

Description

The Piccadilly Area has undergone a significant transformation over the past decade involving significant levels of public and private sector investment. Major redevelopment schemes have taken place at Piccadilly Gardens, Piccadilly Basin and Piccadilly Station. In addition to this, Piccadilly Place, a major commercially led mixed use scheme, has been developed immediately to the north of the application site.

The application site is L shaped and is immediately opposite Piccadilly Station with frontages to London Road and Whitworth Street. It site wraps around Monroe’s Public House, on the corner of London Road and Whitworth Street, and is occupied by 5 buildings, incorporating nos 2,4,6 Whitworth Street, a Mill Building to the rear of the site and no 34 London Road.

34 London Road is a four-storey building, built in the late nineteenth century that is now occupied by the Hotel International. The Mill Building to the rear was built in the mid-nineteenth century and its upper three storeys are partially used as storage for the hotel. No. 2 Whitworth Street is a four storey building linked internally to 34 London Road that contains 18 hotel bedrooms and offices. 4 Whitworth Street is linked to 2 Whitworth Street and contains 7 hotel bedrooms and a taxi office at ground floor. 6 Whitworth Street is a three-storey warehouse dating from the late nineteenth century and its upper floors are vacant. The basements to the buildings contain a number of interconnecting rooms which have been used for many years as nightclubs. It was the venue for the Twisted Wheel nightclub between 1965 and 1971.

The Twisted Wheel moved here from its original home on Brazennose Street and is known as one of the first venues to play Northern Soul music. In the last decade, a
Twisted Wheel revival night has been held regularly in the club that celebrates the
music of the original venue.

To the north of the application site is 3 Piccadilly Place, a modern 12 storey office
building, while to the south, on the opposite side of the Whitworth Street is London
Road Fire and Police Station, a Grade II* listed building. Directly adjacent to the
west, on Whitworth Street is an 8 storey residential building while further west along
Whitworth Street is 5 Piccadilly Place, an 11 storey residential building known as
‘The Hub’. The Whitworth Street Conservation Area is immediately to the south and
west of the site.

Buildings in the broader area vary in height ranging from 6 to 21 storey’s, with a
mixture of ages, architectural styles and materials. The recent significant
regeneration at Piccadilly has delivered a number of taller, high quality commercial
buildings.

Permission is sought for the erection of a 330-bed hotel that would vary in height
from 7 to 14 storeys, following the demolition of all buildings on the site. The
basement area would contain the plant areas and the ground floor would contain the
reception, bar/restaurant area and back of house facilities including kitchens, laundry
and refuse area.

The massing aims to respect the scale of the adjoining buildings and to reconcile the
difference in height of surrounding buildings by the creation of a series of distinct
blocks that step down to Monroe’s and the Fire Station and up to Piccadilly Place. It
would be clad predominantly with factory finished, pre-cast concrete with a lightly
honed finish. It would have a light, Portland Stone finish that would blend with the
finishes within the surrounding Piccadilly Place development. The hotel would have
floor to ceiling windows, which are split into two separate windows, divided by vertical
piers. This would produce a finer grain of solid to void that reflects the window rhythm
associated with the City’s industrial heritage.

The design aims to provide an appropriate backdrop to the Grade II* listed Fire
Station and the building is simple in its form with façade rhythms that are repetitive
and a palette of external materials that is restrained and calm. The elevations are
broken down to respond to features that run through adjoining buildings. The
Whitworth Street elevation at ground level is constructed as a colonnade with the top
picking up a line that defines the first floor level of the Fire Station, Monroe’s and 5
Piccadilly Place. A second band at fifth floor level on the façade to London Road
corresponds with the cornice line of the Fire Station.

The window frames and elements that link the various blocks together would be
bronze anodised aluminium. The use of this material is intended to reflect the
faience of the Fire Station and the cladding to 3 Piccadilly Place as well as being a
solid material that would act as an appropriate counterpart to the pre-cast concrete
cladding.

The building would have a highly modelled appearance through the provision of deep
reveals to the windows. This modelling would give the façade depth and the layering
of the horizontal elements behind the vertical piers would emphasize this depth and
the vertical proportions of the windows.

The gable elevations above Monroe’s are largely blank owing to Fire Regulations. However, the gable of the taller block has been pulled back allowing the introduction of some glazing. Blind windows have been introduced to the gables above Monroe’s that are modelled with reveal depths to match the bedroom windows.

Terraces are proposed where rooms open onto flat roofs and the lower roof would be landscaped as an extensive green roof and the upper level roof would become a brown roof. The hotel would achieve a minimum BREEAM rating of Very Good.

An existing lay-by on Whitworth Street provides for vehicular drop off and access for servicing. Public parking is available in car parks within the immediate vicinity. Entrances for guests are located on both London Road and Whitworth Street to address Piccadilly Station and the drop off area and beyond.

A refuse store would be located adjacent to the service entrance on Whitworth Street that would permit waste separation for recycling. 14-16 Whitworth Street is serviced via a service lift from London Road through the courtyard at the back of the site. Arrangements would be made to ensure that service access to the neighbouring building is maintained throughout the construction period.

Consultations

Publicity – The application was advertised in the press as a major development affecting the setting of a listed building and the setting of a conservation area and site notices have been displayed.

Local Residents and Businesses – 140 letters of objection have been received from local residents and patrons and supporters of the Twisted Wheel Club. The significant majority of the objections relate to the loss of the Twisted Wheel Club. A petition with 26 signatures has also been received objecting to the application. There have also been 9 letters in support of the application. In summary the objections are;

The Twisted Wheel is Iconic and part of Manchester’s rich musical heritage. Manchester should not make the same mistake as Liverpool in destroying ‘The Cavern Club’ The Twisted Wheel should be celebrated for its contribution to Manchester’s culture and more done to promote it’s rich and diverse musical heritage. There is no other soul club in the UK or Europe with its unique atmosphere and history. Many of the legends of Soul music have played at the club and it is recognised around the world. Once gone it would be irreplaceable. Many people travel from all over the country and Europe, contributing to Manchester’s economy. If the venue goes this money will be spent elsewhere. The Club attracts people of all ages from teenagers to OAP’s, all coming together to enjoy the music. The loss of the Twisted Wheel would be a huge loss.

Many places are kept intact for reasons of history, religion, etc and important places that have contributed to Manchester’s culture should also be treated with the same
respect. Manchester is world famous for The Twisted Wheel Club and should be proud of it not destroying it.

The current Twisted Wheel Club is currently occupying its original home and is the birthplace of Northern Soul, a vitally important musical and cultural movement.

Liverpool currently receives over £250m a year from tourism to its musical sites. Manchester could achieve similar financial results but must original venues that put Manchester on the cultural map must be preserved.

A successful campaign in London recently saved the ‘100 Club’. Manchester’s Councillors should adopt a similar approach to musical and racial heritage of the City of Manchester.

Alternative brownfield sites exist across Manchester City Centre, which could be used, rather than demolishing a venue of cultural interest.

Many of the letters of objection state they would support the proposed redevelopment if the Twisted Wheel Club could be retained within the proposed redevelopment of the site.

The Developers had stated that they would consider retaining the cellars as part of the new building. The plans have not allowed for this and the plans must include protection for the cellars under numbers 4 & 6 Whitworth Street. All parties will benefit from its retention as the development can be built, the amenities of the area improved, and indeed, the Hotel will benefit from increased Weekend bookings from visitors to the Twisted Wheel. The historical musical heritage of Manchester can be preserved for present and future generations, and the revenue streams for the city generated by the visitors to the Twisted Wheel can continue.

The submitted plans show that no use is intended for the area occupied by the cellars - it will simply be a void, and that a suitable ground floor entrance to the cellars could be incorporated into the plans.

Other letters have been received which object to the proposal on the following grounds:

The proposed development will result in an unacceptable loss of light and privacy for the occupiers of the neighbouring residential properties.

There will be an unacceptable level of construction related noise.

Proposed new building will overshadow the Grade II* listed Fire Station and will completely damage the architecture of the fire station and therefore will be completely out of character and out of place within this area of Whitworth Street. The proposed building is a cheap faceless concrete building that is excessive in bulk and scale and will damage this area of Manchester.

The proposed new development is not visually inspiring with no outstanding features. If we are going to lose an important part of Manchester’s musical heritage, let it be
something more attractive and inspiring but better still protect our heritage and the things that make Manchester special.

There are many hotels in the City Centre; another budget hotel is not needed particularly when there are already low occupancy rates across Manchester City Centre.

It would be an unbelievable travesty for yet another hotel to be built in Manchester City Centre at the expense of the city’s historical architecture and history. Manchester has loads of hotels but only one Twisted Wheel.

The proposed building will block sunlight into adjacent residential accommodation and will block open and natural views.

An application has been made to the D.C.M.S to review the decision not to list a building on the site on the basis that it was based on factual inaccuracies. The application should not be determined until the outcome of this process has been concluded.

Further concerns have been raised by occupants of a neighbouring residential development who are concerned about the impact of the development on their rear access. They have also raised concerns regarding the impact on existing business and protection of building during any construction works.

A letter has been received on behalf of the owner of an adjacent commercial development. They point out that the building is 75% of the height of their own building and is only 12 metres away. They consider that it would have an unacceptable impact on sunlight and daylight that the building receives and that this has not been assessed within the report submitted in support of the application. They also raise issues about scale and design, similar to those set out above.

The letters of support refer to the quality of the design, the negative impact of the existing buildings, the need to complete the Piccadilly Place development site, boosts to the local economy and regeneration issues for the area.

**English Heritage** explains that the proposal affects the setting of various heritage assets, designated and non designated, as covered by recent English Heritage guidance, *the setting of Heritage Assets*” (October 2011). Chief amongst these is the London Road Police and Fire Station. London Road Police and Fire Station is a Grade II* (star) listed building, is also situated in the Whitworth Street Conservation Area, and has been a prominent entry on English Heritage’s Buildings at Risk Register since its inception. The proposed development will cause substantial harm to the setting of the listed building and to the setting of the Conservation Area, by reason of its size impacting on the setting of the heritage assets, and by the demolition of a number of small scale non designated heritage assets, which further define that setting. We therefore advise that this application should be refused as being contrary to *National Planning Policy Framework* (section 12) and the policies in *PPS5 Planning for the Historic Environment; Historic Environment Planning Practice Guide* which remain active.
Head of Regulatory and Enforcement Services (Environmental Health) – no objections have been received.

Head of Regulatory and Enforcement Services (Contaminated land) - Has recommended a condition relating to the need to carry out a full site investigation in respect of potential contaminated land issues and to submit details of appropriate remedial measures.

The Head of Neighbourhood Services (Highway Services) – Have no objections to the proposal.

Greater Manchester Ecology Unit – Have suggested that a further bat survey should be undertaken at dusk and should they be observed, suitable mitigation measures should be introduced.

Greater Manchester Archaeological Advisory Service – no objections subject to a condition being attached requiring a Written Scheme of Investigation.

Greater Manchester Police (Design for Security) - no comments have been received.

Transport for Greater Manchester – no objections have been received.

Travel Change Team – Have no objections to the proposal.

Network Rail - No objections to the proposed redevelopment of site have expressed some concerns about the potential impact of the proposed development to the rear of Gateway House on the operations of the station. These comments have been forwarded on to agent and a response has been received.

Manchester Historic Buildings and Conservation Areas Panel – The Panel are opposed to the demolition of the existing buildings. They are a good quality group of Victorian buildings and an internal inspection could reveal many original features. The Panel commented on the significance of the group value of these buildings along with the London Road Fire Station which they felt are of excellent townscape merit and should be protected.

The Panel would like to see a rapid designation of the vicinity around London Road as a Conservation Area to stop the removal of the historic context of the area.

The Panel felt that the proposed development would extend the district of modernised, over dominant, high-rise buildings that are ruining the area and will have an adverse impact on the street scene and will be detrimental to the setting of the Fire Station.

London Road is a major Gateway into the city and the Panel see a negative impact of the large blank slab like party wall between the proposed development and smaller existing buildings.
Issues

Relevant National Policy

The National Planning Policy Framework. The proposal is considered to be consistent with the following policies.

Section 1 - Building a strong and competitive economy- by the introduction of significant levels of new investment thereby helping to secure economic growth and create jobs and prosperity.

Section 2 Ensuring the Vitality of Town Centres, - by ensuring that the city centre continues to be competitive by the provision of high quality modern hotel accommodation that would meet user requirements.

Section 4 Promoting Sustainable Transport – the hotel would be located in an area that is accessible by sustainable transport and therefore provide users and employees with a real choice about how they travel.

Section 7 Requiring Good Design - a high quality design is proposed that would function well, establish a strong sense of place, and create an attractive streetscapes, it would respond to local character and history, create a safe and accessible environments and help to reduce crime and disorder through good architecture.

Section 8 Promoting healthy communities – The scheme would provide a safe and accessible development that would achieve secure by design accreditation.

Section 10 Meeting the challenge of climate change, flooding and Coastal change – The scheme has been designed to be energy efficient and is located in a highly accessible location and therefore respects the principles of economic, social and environmental sustainable development.

Section 11 Conserving and enhancing the natural environment – the development involves the effective use of brownfield land and is appropriate for its location. It would not give rise have significant adverse impacts on health or quality of life and would not give rise to light pollution.

Section 12 Conserving and enhancing the historic environment – the development does have an impact on the setting of a grade 2* listed building, affects the setting of a conservation area and involves the demolition of non-designated heritage assets. The NPPF requires that local planning authorities should take account of the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation. It identifies the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality and the desirability of new development making a positive contribution to local character and distinctiveness. It advises that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation.
The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. As heritage assets are irreplaceable, any harm or loss should require clear and convincing justification.

This issue is dealt with in the main body of the report below.

**Relevant Regional Policy**

**The Regional Spatial Strategy (RSS) for North West England** The proposed development accords with the following policies:

Policy DP2 – It would promote sustainable communities by meeting the diverse needs of existing and future users and visitors of the City Centre, promote community cohesion and equality and diversity, be sensitive to the environment and contribute to a high quality of life.

Policy DP3 – It would promote sustainable economic development by introducing high levels of investment and contributing to sustainable economic growth.

Policy DP4 – It would make the best use of existing resources and infrastructure by building upon existing concentrations of activities and existing infrastructure. It would not require major investment in new infrastructure. It would accord with the sequential approach by using previously developed land.

Policy DP5 – By being situated in a highly accessible location close to Piccadilly Station, it would reduce the need to travel by private car and increase accessibility.

Policy DP7 – It would provide a high quality development and therefore promote environmental quality and respect the character and distinctiveness of the city centre and maximise the regeneration of the Piccadilly area.

Policy W6 - It would provide modern hotel accommodation and therefore help to deliver improved economic growth and quality of life and support sustainable tourism activity in the North West.

**Relevant Local Policies**

The Core Strategy Development Plan Document 2012 -2027 (“the Core Strategy”) was adopted by the City Council on 11th July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development.

A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.'

**Core Strategy**
The following policies within the approved Core Strategy are relevant to the proposed development:

Policy SP 1 – as the proposals accord with the Piccadilly Regeneration Strategy.

Spatial Objective SO1 – The development is within a highly sustainable location and accessible by all forms of public transport. It would reduce reliance on private transport and could contribute to halting climate change.

Spatial Objective SO2 – the new hotel would deliver direct and indirect jobs during construction and when in operation. It would attract business and leisure visitors to the City and the region. It would therefore further improve the City’s economic performance and spread benefits of this growth and help to reduce economic, environmental and social disparities, and help create inclusive sustainable communities.

Policy EC1 – Land for Employment and Economic Development The new hotel would provide essential tourism infrastructure in the City Centre.

Policy CC1 – Primary Economic Development Focus The hotel would be located in the City Centre which is identified as a Strategic Economic Location and focus of employment growth in the City and City Region. The City Centre is identified as being suitable locations for the consideration of high-density buildings and commercially led mixed-use development schemes.

Policy CC6 City Centre High Density Development The scheme maximises land efficiency within the City Centre.

Policy CC9 – Design and Heritage The scheme would cause some harm to heritage assets but this it is considered that this harm is outweighed by the public benefits delivered by the scheme. This issue is dealt with in detail below.

Unitary Development Plan – For the reasons outlined below the proposed development is consistent with the following policies contained in the Unitary Development Plan for the City of Manchester (UDP):

R1.1 Regeneration - by encouraging regeneration within the City Centre.

I1.6 ‘Employment and Economic Development’ by creating new employment on a site that would contribute to urban regeneration.

I1.8 ‘Employment and Economic Development’ through the creation of essential hotel infrastructure that would help to promote Manchester as a tourist destination.

I1.9 ‘Employment and Economic Development’ by developing a hotel in an appropriate location within the City Centre.

I 1.10 ‘Employment and Economic Development’ by developing a hotel facility that would help to promotes the City as an international Conference Centre.

I2.1 ‘Employment and Economic Development’ the hotel would be fully accessible by all forms of transport and in particular is adequately served by public transport.

I3.1 Employment and Economic Development The standard of design of the hotel would be of a high quality.

T2.4 Transport – The hotel would reduce demand for parking, as all other forms of public transport are available nearby.

E1.1 (Environmental Improvement & Protection - Air Pollution) - The development would be in a highly accessible location that would reduce car use and therefore help to reduce the level of air pollution within the City E1.4 (Environmental Improvement & Protection - Noise Control) - It would not generate high noise levels.
E1.5 Energy Conservation – The development would incorporate high standards of energy efficiency.

E2.7 Safeguarding the City’s Environment – It would help to ensure that buildings and areas of special architectural interest are retained, maintained and where necessary restored by continuing the ongoing regeneration of the Piccadilly area.

E3.2 Enhancement of the City’s Environment – By providing major new investment in a key regeneration area.

E3.5 'Secure Environment' - By creating high levels of activity it would help to create safer environments for people living in and using the city.

RC3 Mixed Uses - As part of the wider mix of uses in the area it would encourages compatible mixed uses within the City Centre;

RC6 (Tourism) – By providing a new hotel it would help to promote the development of tourist attractions within the City Centre.

DC9.1 New Commercial and Industrial Development - Access for Disabled People – It would be fully accessible

DC18.1 Conservation Areas- This issue is addressed in detail within the issues sections of the report below.

DC19.1 Listed Buildings – This issue is addressed in detail within the issues sections of the report below.

DC20 Archaeology - which states that the Council will give particular careful consideration to development proposals which affect sites of archaeological interest.

DC26.1 Development and Noise and DC26.5 Development and Noise – The development would not generate noise levels that would impact on people living and working in the area.

RC20 (Area 1) 'Small Area Proposals' – which recognises that this is an importance area of considerable character that occupies a prominent position in an accessible gateway location.

The Scheme's contribution to regeneration

Regeneration is an important planning consideration. Over the past fifteen years the City Council has delivered significant regeneration in the City Centre in areas such as the City Centre Renewal Area, Piccadilly, Spinningfields, Manchester Central, Northern Quarter and Castlefield. However, much remains to be done if the City Centre is to remain competitive and it will be important to ensure that investment continues.

Whilst much has already been achieved in the Piccadilly area, particularly over the past decade, it will be important to maintain this momentum. Whilst there is some activity within the existing buildings, their overall impact at this key gateway site is not consistent with improvements that have been achieved elsewhere within the immediate and wider area.

The application has been made in partnership with a hotel operator and is intended to deliver a high quality hotel in a key strategic City Centre location. It would secure around £25-30 million of direct investment into the local economy delivering a
significant number of new jobs during the construction and operational phases, both directly and indirectly as a consequence of a commitment to use local supply chains. It is estimated that there would be 125,000 stays per year, some of which would be new visits to the city as a consequence of the introduction of this hotel brand. Additional spending would be generated in the local economy with resulting spin-off economic benefits.

The proposal would increase activity levels in the area and act as a catalyst to the regeneration of nearby priority regeneration areas including London Road Fire Station, the former Mayfield station, the Aytoun campus and the education and health institutions located within the Corridor. The introduction of a new high quality, well-designed hotel combined with previous enhancements to the public realm can only serve to improve the quality of the pedestrian environment within this area. The scheme would complement and reinforce the high quality regeneration and development that has already taken place at Piccadilly Place.

The hotel would be one of the first things that people arriving at Piccadilly Station would see and would therefore improve first impressions and perceptions of the City.

In view of the above, it is considered that the proposal is an important component of the wider regeneration of Piccadilly and would contribute toward maintaining momentum in this area. It is therefore in accordance with the existing and emerging planning policy framework notably R1.1, of the UDP, SP1 of the Core Strategy and policies relating to employment and economic development.

Impact on Conservation Area, Listed Buildings and non-designated Heritage Assets

None of the buildings on site are listed or within a conservation area. However, the site is immediately adjacent to the LRFS, a grade 2* listed building, is opposite the Whitworth Street Conservation area and contains a number of older buildings. It should be noted that an application has been made to the DCMS requesting a review of the decision not to list a building on the site.

A heritage statement has been prepared that has provided the context for the development of the site. It has concluded that the form, massing and urban grain of the area is strongly influenced by large commercial warehouses. It notes that there is a clear distinction between the 4 to 5 storey Victorian warehouses built in the 1860s and 1870s and the 6 to 8 storey Edwardian warehouses built in late 19th /early 20th century. The latter buildings generally have a larger footprint and are built to the back of pavement. They tend to have a more solid appearance and convey the grandeur and economic prosperity of the city at the time of their construction. The Fire Station and UMIST buildings are examples of this type of building.

The buildings on the application site are of a smaller scale than the large individual buildings that are characteristic of the Conservation Area. They have some special interest on a local, and potentially, regional level as a group of buildings dating to the mid-late 19th century. They are indicative of the scale of building and the piecemeal nature of development in the city centre prior to the boom in commercial development seen within the Whitworth Conservation Area in late 19th /early 20th
century. As such, the buildings on site are considered as non-designated heritage assets. There was a recent request to list the buildings that was not supported by DCMS.

The Fire Station building dominates its island site and is part of a series of large independent buildings within the wider area that are characteristic of the Whitworth Street Conservation Area. The setting of the building is within a densely developed townscape which means that despite the building’s very high significance, appropriate development within its setting could be acceptable as existing views of the building and its townscape quality would be maintained. It is a symbol of the scale of commercial development within the city centre in the early 20th century and is of high significance architecturally, aesthetically, historically and communally. However, the sheer architectural scale and dominance of the building within the dense urban streetscape does provide the opportunity to introduce changes within its setting. It is therefore possible to introduce acceptable new development of a larger scale than currently exists on the application site. Similar changes that have been made within the setting of the Fire Station at 3 Piccadilly Place and 5 Piccadilly Place have enhanced the Piccadilly area.

The heritage value of the Twisted Wheel club has also been assessed. It started in 1963 in a coffee bar in Brazennose Street and was one of the first club nights to start playing Northern Soul music. There was another Twisted Wheel in Blackpool under the same ownership. The heritage values of the Twisted Wheel Club at the application site and the sub-culture movement of Northern Soul has been assessed in the context of the movement nationally. The Twisted Wheel Club, in Whitworth Street, was the first club to play and promote Northern Soul music from 1965 – 1971. However, it was in the large dance halls at Wigan and Blackpool, for example, where space allowed for the movement to further develop to its most popular. As the perceived ‘birth place’ of Northern Soul, the Twisted Wheel Club yields communal value associated with its perceived identity and social interaction. In recent years the social value of the club complex has changed as a result of the focus on gay and lesbian club nights. The heritage values of the club complex are not considered to be of sufficient special interest to warrant statutory designation of the buildings.

An assessment has been prepared, based on photomontage perspectives, to evaluate the impact of the development on key views and its potential visual impact on the heritage assets that have been identified. It provides an assessment of the magnitude of the buildings impact and an evaluation of the extent to which heritage significance may be changed or affected by the proposal. The key viewpoints were agreed with English Heritage and are: northwards along London Road; southwards along London Road; and, eastwards along Whitworth Street. The assessment concluded that the impact on the view along Whitworth Street causes moderate harm. However, English Heritage consider that the scheme would involve substantial harm.

The designated heritage assets affected by the proposal are the setting of the Grade II* Listed London Road Fire Station, the non-designated assets on site and the conservation area. The proposal has been designed to reconcile the differences in scale that exist between the grade II* Fire Station and the Piccadilly Place development. The elevations are articulated in response to lines and datum’s that run
through adjoining buildings and the proposed building has been conceived as a series of distinct blocks in order to reduce its overall massing. The proposed development maintains the existing building lines to London Road and Whitworth Street and it is considered that together, this has reduced the overall impact of the development on the setting of the Grade II* Listed Fire Station building.

It is accepted that this proposal would have an adverse impact on the historic environment, particularly in terms of how it affects the setting of the Fire Station. English Heritage consider that the impact of this is considerably greater than has been set out in the assessment that accompanies the application and believe that it would cause substantial harm.

In these circumstances, the Local Planning Authority has to assess the public benefit that the development would deliver and assess whether this justifies the proposal and balances the loss of the undesignated heritage assets and the impact on the setting of the Grade II* Listed Fire Station building and the Whitworth Street conservation area. The public benefits of the scheme are significant and are set out in the previous section regarding regeneration.

There can be no doubt that the proposed hotel would affect the character and setting of the conservation area and the setting of the listed London Road Fire Station. However it is considered that there is some capacity for change and an opportunity to enhance the architectural and urban qualities within the subject site. The proposal would enhance the streetscape, bridging the step in scale between larger scale buildings on Whitworth Street and late 20th and early 21st century buildings immediately to the west on Whitworth Street around Piccadilly junction. On balance therefore whilst it is accepted that the scheme would cause some harm in heritage terms, it is considered that the scale of the public benefits that the scheme delivers would justify this.

In view of the above the proposal complies with policies contained in Policies I3.1, E2.7, DC18.1, DC19.1 and emerging Core Strategy Policies CC9 (Design and Heritage) and DM1 (Development Management).

**Design – Scale, Massing and Appearance** – The design of the building has been configured to respect the scale of the adjoining buildings on London Road and Whitworth Street, ensuring that London Road would remain as the prominent street frontage with Whitworth Street having a more intimate environment. The reduced scale of the proposal along Whitworth Street would relate to the 6-storey height of the adjacent residential building and the London Road Fire Station, and would reflect the urban grain associated with the scale of the nearby late 20th and early 21st century buildings that have been developed along this part of Whitworth Street.

The elevations have been broken down to relate to features that run through adjacent buildings. The Whitworth Street elevation picks out a line that defines the first floor level of the Fire Station. A second band at fifth floor on the façade to London Road picks up a line that roughly corresponds with the cornice line of the Fire Station.

The main treatment of the facade would be predominately concrete with a lightly honed finish in a Portland Stone colour. This would reflect the pre-cast finishes within the surrounding Piccadilly Place development. The window frames and elements that
link the various blocks together would be a bronze anodised aluminium finish and reflect the faience of the Fire Station and the cladding to 3 Piccadilly Place. The highest part of the development would be on London Road and would relate to the scale of the taller buildings at Piccadilly Place.

In view of the above the proposal complies with policies contained in Policies I3.1, H2.2, E2.7, DC18.1, DC19.1 and emerging Core Strategy Policies CC9 (Design and Heritage) and DM1 (Development Management).

Relationship to Transport Infrastructure - The application site is in an optimum location being immediately opposite a main entrance to Piccadilly Station that provides interchange for rail, Metrolink, and taxi services and is close to Piccadilly Gardens that provides interchange for buses and the Metrolink and the National Express Coach Station.

Parking, Servicing and Access - The impact of the proposals in terms of parking provision and impacts on the highway network have been considered in the Transport Statement submitted with the application. Information submitted in support of the application demonstrates that these changes would not result in any operational or safety issues on the local highway network. There is no provision for guest parking associated with the hotel however there are a number of private parking facilities available within the immediate vicinity of the site. The site is well served by all public transport modes. Refuse storage, including a dedicated area for recyclable materials, would be contained within the building and refuse collection and servicing would take place from Whitworth Street, separated from the main entrance on London Road.

Effects on Local Environment

The submitted Daylight/Sunlight/Overshadowing and Glare report shows that there would be some impact on a single vertical file of bedroom windows the at the adjacent residential building at 14 -16 Whitworth Street The report shows that impact would be similar to the impact caused by the Hub development at 5 Piccadilly Place on 14 – 16 Whitworth Street.

The report shows that there is no overshadowing of amenity zones and that glare is not a cause for concern in relation to neighbouring buildings. The impact on the levels of privacy for the occupiers of neighbouring residential properties would not be significantly affected and is considered to be acceptable within the dense urban grain context of a city centre where development tends to be higher and more dense than in suburban areas.

The report only assessed the impact of the scheme on residential property on the basis that this would be the major cause of any concern. The owners of 3 Piccadilly Place have objected to the scheme on the basis that these impacts have not been evaluated on their building. Officers do not believe that these impacts do need to be assessed as they relate mainly to loss of views and natural light. The office scheme has a wholly artificial environment with artificial lighting, heating and cooling. The loss of the views does not outweigh the overall benefits of the scheme. Officers consider that the impacts are satisfactory in a city centre context.
Crime and Disorder - The applicants have been involved in pre-application discussions with Greater Manchester Police and have submitted a Crime Impact Assessment that demonstrates that the proposal would reduce crime and the fear of crime. The development would increase activity throughout different times of the day. The use would generate a significant amount of activity in this area and therefore add to its vitality. In addition to the activity generated by 330 bedrooms, the semi public lounge would sustain activity throughout the day and into the evening. This type of space has proved to be very popular and extremely well used in Motel One’s established hotels across Europe.

The scheme would achieve 'Secure by Design' accreditation and the proposals are considered to be in accordance with policy E3.5 (Environmental Improvement and Protection) of the Unitary Development Plan for the City of Manchester.

Noise - Subject to compliance with appropriate conditions that would be attached to any consent granted, the building can be suitably insulated to prevent any significant break out of noise and to prevent occupiers of the building being disturbed from external noise sources.

Access - The principle entrances to the proposed building would be level with lifts providing full access to all floors. In view of the above the proposals are consistent with policies DC9.1 contained in the UDP.

TV Reception - A TV and Radio reception study has been undertaken that identifies potential shadowing and reflection of signals. The report states there will be negligible impact on TV and signals in the surrounding survey area and in view of this the proposals are considered to be consistent with policy H2.2 of the Unitary Development Plan for the City of Manchester.

Response to Objectors comments

Most of the material issues raised by objectors have been considered above. However, outstanding issues include:

The loss of the Twisted Wheel nightclub has raised a considerable level of concerns principally amongst people who attend revival nights. It is acknowledged in this report and in the documentation that has been submitted in support of the application that the Twisted Wheel Club has played an important and pivotal role in developing Manchester’s cultural and musical history. Discussions have been held with the applicant in relation to the potential for retaining the basement cellars. However, the hotel operator considers that this would not be compatible with the hotel use on the site and wants the application to be considered in its current form.

The developer and operator have also explored whether it would be possible to incorporate the hotel into the existing buildings on site. They concluded that such a scheme could accommodate only 80 rooms and a scheme of that nature would not meet their objectives nor would it be commercially deliverable.
Noise, disturbance and pollution during construction - The applicant acknowledges the need to implement measures to keep construction impacts to a minimum and any problems that might arise would be dealt with under Environmental Health legislation.

The fact that there has been a request to review the decision not to list a building on site does not prevent the LPA from taking a decision on this proposal. Should any building on site be listed as a result of the review process, the development could not be implemented unless listed building consent was subsequently granted for the demolition of the building.

**Conclusion**

The Piccadilly Place development has positively changed the nature of this area and has created a strong commercial focus around the city’s most important transport node. The design of the building has sought to ensure that the architectural and wider historical character of the area is maintained whilst responding to the change of scale of the Piccadilly Place development to that of the Grade II* Fire Station building. This has been achieved by providing a building that acts as an understated foil to the London Road Fire Station so that it is still read as a dominant form architecturally within the streetscape, and by maintaining the historic building line and footprint of the existing site. It can be demonstrated that any harm caused would be outweighed by the substantial regeneration, economic, environmental and social benefits of the scheme.

The total loss of the existing buildings within the subject site, which are considered to be non-designated heritage assets, would be outweighed by the public benefits of the proposed scheme in promoting sustainable economic growth and by advancing the understanding of the buildings within the subject site through undertaking a detailed historic building survey and making this information publicly available.

In light of the above, it is considered that the relevant policies of the NPPF have been complied with, and that the relevant local plan policies contained within the Manchester Unitary Development Plan and guidance within the Manchester Guide to Development SPD and the emerging Core Strategy have been satisfied.

**Human Rights Act 1998 considerations** – This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have the right to a fair hearing and to this end the Committee must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person’s home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Unitary Development Plan, the Head of Planning has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. He believes that any restriction on these rights posed by the approval of the application is proportionate to the wider
benefits of approval and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation  APPROVE

Reason for recommendation
On the basis that the proposal is, subject to compliance with the conditions below, generally in accordance with the policies contained within the National Planning Policy Framework, in particular section 7 (Requiring good design) and section 12 (Conserving and Enhancing the Historic Environment), the Development Plan specifically Core Strategy Policies CC9 (Design and Heritage) and DM1 (Development Management) and Unitary Development Plan Policies, R1.1 (Regeneration), I1.6 (Employment and Economic Development) I1.10 (Employment and Economic Development), I2.1 (Employment and Economic Development), I3.1 (Employment and Economic Development) T2.4 (Transport), T3.1 (Transport) T3.6 (Transport ) T3.7 (Transport) E1.5 (Energy Conservation), E2.3 (Safeguarding the City's Environment), E2.4 (Safeguarding the City's Environment), E2.6 (Safeguarding the City's Environment), E2.7 (Safeguarding the City's Environment), E3.5 (Secure Environment), RC 4 (Environment), DC9.1 (New Commercial and Industrial Development - Access for Disabled People),DC18.1(Conservation Areas), DC19.1 (Listed Buildings), DC20 (Archaeology), DC26.1 (Development and Noise), DC26.5 (Development and Noise), RC20 (Area 16 ) Small Area Proposals in that it would contribute to regeneration within the City Centre, contribute to the retention of jobs and maximisation of opportunities for the generation of new employment, ensure that economic development contributes to improving the quality of the City's overall environment, ensure that the people of Manchester benefit from the growth of the City's economy, would be fully accessible by all forms of transport, would promotes a good standard of design and appropriate suitable landscaping treatment, would reduce demand for parking by making other forms of public transport available near to the development, considers the needs of pedestrians in the design of the development, would promotes cycling within the City, provides of cycle parking, would improve the environment for shoppers and pedestrians, would achieve high standards of energy efficiency in new development, would improvement conditions for pedestrians, would result in a safer environments for people living in and using the city, would be compatible with the mix of uses within the City Centre; would meet high standards of accessibility, would not have a detrimental impact on the amenity of neighbouring residents, would not have an impact on any features of archaeological interest and there are no material considerations of sufficient weight to indicate otherwise.

Conditions to be attached to the decision

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.
2) The development hereby approved shall be carried out in accordance with the following drawings and documents unless otherwise agreed in writing by the City Council as Local Planning Authority:

i) Drawing nos;


stamped as received by the City Council as local planning authority on 30th April 2012.

ii) Motel One Design and Access Statement, stamped as received by the City Council as local planning authority on 30th April 2012

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policy R1.1, T2.4, E3.2, RC20 (Area 16) DC9, DC18.1 and DC19.1 of the Manchester Unitary Development Plan and emerging Core Strategy Policies CC9 and DM1.

3) Unless otherwise agreed in writing the development hereby approved shall achieve a post-construction Building Research Establishment Environmental Assessment Method (BREEAM) rating of ‘Excellent’. A post construction review certificate shall be submitted to and approved in writing by the City Council as local planning authority before any of the buildings hereby approved are first occupied, unless otherwise agreed in writing with the City Council as local planning authority.

Reason - In order to minimise the environmental impact of the development pursuant to Core Strategy Policies SP1, DM1 and EN8, policies E1.5 and E1.6 in the Unitary Development Plan for the City of Manchester, and the principles contained within The Guide to Development in Manchester 2 SPD.

4) a) Before the development hereby approved commences, a report (the Preliminary Risk Assessment) to identify and evaluate all potential sources and impacts of any ground contamination, groundwater contamination and/or ground gas relevant to the site shall be submitted to and approved in writing by the City Council as local planning authority. The Preliminary Risk Assessment shall conform to City Council's current guidance document (Planning Guidance in Relation to Ground Contamination).

In the event of the Preliminary Risk Assessment identifying risks which in the written opinion of the Local Planning Authority require further investigation, the development shall not commence until a scheme for the investigation of the site and the identification of remediation measures (the Site Investigation Proposal) has been submitted to and approved in writing by the City Council as local planning authority.

The measures for investigating the site identified in the Site Investigation Proposal shall be carried out, before the development commences and a report prepared outlining what measures, if any, are required to remediate the land (the Site
Investigation Report and/or Remediation Strategy) which shall be submitted to and approved in writing by the City Council as local planning authority.

b) When the development commences, the development shall be carried out in accordance with the previously agreed Remediation Strategy and a Completion/Verification Report shall be submitted to and approved in writing by the City Council as local planning authority.

In the event that ground contamination, groundwater contamination and/or ground gas, not previously identified, are found to be present on the site at any time before the development is occupied, then development shall cease and/or the development shall not be occupied until, a report outlining what measures, if any, are required to remediate the land (the Revised Remediation Strategy) is submitted to and approved in writing by the City Council as local planning authority and the development shall be carried out in accordance with the Revised Remediation Strategy, which shall take precedence over any Remediation Strategy or earlier Revised Remediation Strategy.

Reason - To ensure that the presence of or the potential for any contaminated land and/or groundwater is detected and appropriate remedial action is taken in the interests of public safety, pursuant to Policy EN of the Core Strategy and section 11 of the National Planning Policy Framework.

5) The window(s) at ground level, fronting onto shall be retained as a clear glazed window opening at all times and views into the premises shall not be screened or obscured in any way unless agreed in writing by the City Council as local planning authority.

Reason - The clear glazed window(s) is an integral and important element in design of the ground level elevations and are important in maintaining a visually interesting street-scene consistent with the use of such areas by members of the public, and so as to be consistent with Core Strategy Policies CC9 and DM1and Policy DC14 of the Unitary Development Plan for the City of Manchester.

6) Details of the materials, including natural stone or other high quality materials to be used for the footpaths and for the areas between the pavement and the line of the proposed building shall be submitted to and approved in writing by the City Council as the local planning authority. Any works approved shall be implemented in full within six months, or as otherwise agreed in writing by the local planning authority, of any part of the development first being occupied.

Reason - In the interests of amenity and to ensure that paving materials are consistent with the use of these areas as pedestrian routes and in accordance with and emerging Core Strategy Policies CC9, SP1 and DM1 and policy R1.1, I3.1, DC18.1 and DC19.1 of the Unitary Development Plan for the City of Manchester.

7) The wheels of contractor’s vehicles leaving the site shall be cleaned and the access roads leading to the site swept daily in accordance with a management scheme submitted to and approved in writing by the City Council as local planning authority prior to any works commencing on site.
Reason - In the interest of pedestrian and highway safety, as specified in emerging Core Strategy Policies DM1 and SP1 and policy H2.2 of the Unitary Development Plan for the City of Manchester.

8) Before the development commences, studies containing the following with regard to television reception in the area containing the site shall be submitted to and approved in writing by the City Council as local planning authority:

a) Measure the existing television signal reception within the potential impact area, before development commences. The work shall be undertaken either by an aerial installer registered with the Confederation of Aerial Industries or by a body approved by the Office of Communications, and shall include an assessment of the survey results obtained.

b) Assess the impact of the development on television signal reception within the potential impact area identified in (a) above within one month of the practical completion of the development or before the development is first occupied, whichever is the sooner, and at any other time during the construction of the development if requested in writing by the City Council as local planning authority in response to identified television signal reception problems within the potential impact area. The study shall identify such measures necessary to maintain at least the pre-existing level and quality of signal reception identified in the survey carried out in (a) above. The measures identified must be carried out either before the building is first occupied or within one month of the study being submitted to the City Council as local planning authority, whichever is the earlier.

Reason - To provide an indication of the area of television signal reception likely to be affected by the development to provide a basis on which to assess the extent to which the development during construction and once built, will affect television reception and to ensure that the development at least maintains the existing level and quality of television signal reception, as advised in paragraph

9) Before development commences until details of the measures to be incorporated into the development to demonstrate how secure by design accreditation will be achieved have been submitted to and approved in writing by the City Council as local planning authority. The development shall only be carried out in accordance with these approved details. The development hereby approved shall not be occupied or used until the Council as local planning authority has acknowledged in writing that it has received written confirmation of a secure by design accreditation.

Reason - To reduce the risk of crime pursuant to Core Strategy Policies DM1 and SP1 and policy E3.5 of the Unitary Development Plan of the City of Manchester and to reflect the guidance contained in paragraph 58 of the National Planning Policy Framework.

10) Unless otherwise agreed in writing, the development hereby approved shall not commence unless and until full details of the proposed servicing of the building including details of the location of the loading bay for servicing and delivery vehicles are submitted and approved in writing by the City Council as local planning authority.
Reason

In the interests of amenity and highway safety pursuant to Core Strategy Policy DM1 and policies H2.2, RC12 and DC26.2 of the Manchester Unitary Development Plan.

11) The development hereby approved shall not commence unless and until a Construction Management Plan, including a Site Waste Management Plan and a plan layout showing areas of public highway agreed with the Highway Authority for use in association with the development during construction, has been submitted to and approved in writing by the City Council as local planning authority. The strategy shall include details on the timing of construction of scaffolding, the lighting and operation of cranes during construction, and a Human Impact Management Plan.

Reason: To ensure that the appearance of the development is acceptable and in the interests of the amenity of the area, pursuant to Core Strategy Policy DM1 and policy H2.2 of the Unitary Development Plan for the City of Manchester and Guide to Development 2 (SPG).

12) Fumes, vapours and odours shall be extracted and discharged from the premises in accordance with a scheme to be submitted to and approved in writing by the City Council as local planning authority before the use commences; any works approved shall be implemented before the use commences.

Reason - In the interests of the amenities of occupiers of nearby properties pursuant to Core Strategy Policies SP1 and DM1 and policy H2.2, DC26.1 and DC26.5 of the Unitary Development Plan for the City of Manchester.

13) The building, together with any externally mounted ancillary equipment, shall be acoustically insulated in accordance with a scheme submitted to and approved in writing by the City Council as local planning authority in order to secure a reduction in the level of noise emanating from the site/property.

Externally mounted ancillary plant, equipment and servicing shall be acoustically treated in accordance with a scheme designed so as to achieve a noise level of 5dB below the existing background (LA90) in each octave band at the nearest noise sensitive location.

Reason - To safeguard the amenities of the occupiers of nearby residential accommodation pursuant to Core Strategy Policies SP1 and DM1 and policy H2.2, DC26.1 and DC26.5 of the Unitary Development Plan for the City of Manchester.

14) The consent hereby granted is for a development that has full access into and throughout the building and access to the public realm for tenants and members of the public, including those whose mobility is impaired.

Reason: For the avoidance of doubt and so as to provide direct access for all, pursuant to Core Strategy Policies SP1 and DM1 and policy DC9.1 of the Unitary Development Plan for the City of Manchester.
15) The details of an emergency telephone contact number shall be displayed in a publicly accessible location on the site and shall remain so displayed unless otherwise agreed in writing by the City Council as local planning authority.

Reason: In the interests of local amenity, pursuant to Core Strategy Policy DM1 (Development Management) and policy H2.2 of the Unitary Development Plan for the City of Manchester.

16) The hotel accommodation shall include acoustic glazing and acoustically treated ventilation in accordance with an acoustic attenuation scheme to be submitted to and approved in writing by the City Council as local planning authority before the development commences. The acoustic attenuation scheme hereby approved shall be implemented in full before use of the hotel accommodation first commences.

The approved noise insulation scheme shall be completed before any of the dwelling units are occupied.

Noise survey data must include measurements taken during early morning rush-hour periods and night time to determine the appropriate sound insulation measures necessary. The internal noise criterion is as follows:

Bedrooms (night time - 23.00 - 07.00) 30 dB LAeq

Reason - To protect the amenity of the occupants of the premises once the development hereby approved is occupied pursuant to Core Strategy Policies SP1 and DM1 and policy H2.2, DC26.1 and DC26.5 of the Unitary Development Plan for the City of Manchester.

17) Before development commences detailed drawings for the scheme for lighting the building and for illuminating all facades of the building including how it will be designed and installed to avoid glare and overspill onto nearby residential properties, has been submitted to and approved in writing by the City Council as local planning authority, unless otherwise agreed in writing with the City Council as local planning authority.

Reason - In the interests of amenity, crime reduction and the personal safety of those using the proposed development, in order to comply with the requirements of government guidance in Planning Policy Statement 1 and Policies H2.2, E3.3 and E3.5 of the Unitary Development Plan for the City of Manchester and emerging Core Strategy Policies SP1 and DM1.

18) Deliveries, servicing and collections including waste collections shall not take place outside of the following hours:

07.30 to 20.00, Monday to Saturday, and
10.00 to 18.00 Sundays and Bank Holidays.

Reason - To safeguard the amenities of the occupiers of nearby residential accommodation, pursuant to and emerging Core Strategy polices Sp1 and DM1 and
policy H2.2, DC26.1 and DC26.5 of the Unitary Development Plan for the City of Manchester.

19) Unless otherwise agreed in writing, before the development hereby approved is completed, details of the materials, including natural stone or other high quality materials to be used for the footpaths and for the areas between the pavement and the line of the proposed building, along with a surfacing strategy for the, vehicular crossings, and vehicular carriageways around the site and details of building threshold levels and footway widths shall be submitted to and approved in writing by the City Council as local planning authority. All works approved in discharge of this condition shall be fully completed before the development hereby approved is first occupied, unless otherwise agreed in writing by the City Council as local planning authority.

Reason - In the interests of amenity and to ensure that paving materials are consistent with the use of these areas as pedestrian routes and in accordance with Core Strategy policies CC4, CC9 and EN1 and policy R1.1, I3.1, T3.1 and S1.1 of the Unitary Development Plan for the City of Manchester.

Have we had comments from GMAU

20) No development shall commence until the following have been submitted to and approved in writing by the City Council as local planning authority:

(a) A scheme for digging archaeological trial trenches on site (including timetables and particulars of the persons supervising the digging);
(b) A scheme for investigating, evaluating and archiving any finds and for publishing details thereof (including timetables and particulars of the persons who will carry out said tasks).

The schemes approved under (a) and (b) above shall be implemented in accordance with the timetables contained therein and no development shall take place on site until written confirmation of completion of the said schemes has been received by the City Council, unless otherwise agreed in writing by the City Council as local planning authority.

Reason - To investigate the archaeological interest of the site and record and preserve any remains of archaeological interest, pursuant to Policy DC20.1 of the Unitary Development Plan for the City of Manchester and guidance in section 12 of the National Planning Policy Framework

21) No development shall commence until details of the measures to be incorporated into the development (or phase thereof) to demonstrate how secure by design accreditation will be achieved have been submitted to and approved in writing by the City Council as local planning authority. The development shall only be carried out in accordance with these approved details. The development hereby approved shall not be occupied or used until the Council as local planning authority has acknowledged in writing that it has received written confirmation of a secure by design accreditation.
Reason - To reduce the risk of crime pursuant to Core Strategy policies DM1 and SP1 and Policy E3.5 of the Unitary Development Plan of the City of Manchester and to reflect the guidance contained in Planning Policy Statement "Delivering Sustainable Development".

22) No part of the development shall be occupied until details of a parking management strategy for hotel residents has been submitted to and approved in writing by the City Council as Local Planning Authority.

Reason - To ensure that suitable arrangements are in place to ensure that hotel guests who arrive by car have access to suitable parking near to the site pursuant to Core Strategy policy DM1 and Policy T2.4 and H2.2 of the adopted Manchester Unitary Development Plan.

23) Before the hotel use commences a detailed Traffic Management Plan for staff, hotel users, users of the retail accommodation, vehicles dropping off and picking up at the development and deliveries shall be submitted to and agreed in writing by the City Council as local planning authority. Traffic Management shall thereafter take place in accordance with the approved strategy unless otherwise agreed in writing by the City Council as local planning authority.

Reason: In the interests of public and highway safety and the protection of residential amenity, pursuant to Core Strategy policy DM1 and EN16 and policy T3.1, H2.2 and RC18 of the Unitary Development Plan for the City of Manchester.

24) Before development commences, a full photographic record of the site and the building (internally and externally) including all areas where physical changes are proposed, shall be submitted to and approved in writing by the City Council as local planning authority.

Reason - To provide a record of any archaeological remains and of the heritage assets appearance and condition before works commence, in accordance with Policy DC20 of the Unitary Development Plan for the City of Manchester.